



[Sid Raisch aka The Swiss Army Knife of Garden Retail Consulting](#)



NOW - Schedule a complimentary individualized How-It-Works Transform and Boost Session. What do you have to lose?
[Click HERE to Schedule](#)

Horticultural Advantage is now re-branded as Advantage Development.ai. Since 1999, we have developed Advantages in every area of our clients' business. **GROWTH of People, Margins, and Profit.**

New priorities are not new - they're now ESSENTIAL

- Technology is revealing new challenges - SEO isn't working the way it was, neither is New Media. We have NEW ANSWERS!
- E-commerce is mainstream, and IGCs are only beginning. We have written the playbooks for
- Pre-order and Pickup In-Store
- Boomers are holding wealth and aging out with fewer spending less and less
- GenX has spending power, but fewer were born
- and they're not making more
- GenY (Millennials) are entering peak earning and spending years. They don't know IGCs
- GenZ are digital natives, sustainability informed, and motivated. What's an IGC?
- The greatest generational transfer of wealth is underway, meaning younger people with more money
- Gens X, Y, and Z are environmentally aware, sustainability informed, and motivated. IGCs aren't future or present proofed

NEW - TRANSFORMATIONAL ADVANTAGE

Our entry 8-week Transformational Experience for teams. Transformation is REQUIRED from the same-ole into a like-minded, high-performing, lean and mean business machine built for today.

NEW - ADVANTAGE XCELERATOR

The continuing advisory consulting relationship for implementation and continuing growth of the Potential of your People, Place, and Profit

On-call trusted advisors who know you and have your back helping you develop your people to develop their people, creating a self-developing growing business machine.